



Legislation Details (With Text)

File #: 16-272 **Version:** 1 **Name:**
Type: Staff Report **Status:** Agenda Ready
File created: 7/19/2016 **In control:** Town Council
On agenda: 7/26/2016 **Final action:**
Title: Monthly Communications Report – June 2016
Sponsors:
Indexes:
Code sections:
Attachments: 1. June 2016 - Website & Social Media Insights

Date	Ver.	Action By	Action	Result
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SUBJECT:

Monthly Communications Report - June 2016

COMMUNICATIONS CALENDAR: Attached is the monthly Communications Calendar for June which provides statistical information on the release and reach of Town of Erie News & Announcements, including the following details:

- 33 Unique Announcements Released via “Notify Me”
- 6,355 “Notify Me” Subscriptions

FACEBOOK INSIGHTS:

- 28 Unique posts
- Reach of Facebook posts ranged from 97 on the low end (Movie in the Park Tonight) to over 2,600 on the high end (Change in Erie’s Raw Water Source).
- 4,195 likes as of June 30, 2016 - up from 4,135 on May 31, 2016

WEBSITE: The attached monthly Website Overview Report includes visitor statistics for www.erieco.gov <<http://www.erieco.gov>> including the following information:

- Total Page Visits: 60,290
- Total Unique Visits: 35,784
- Erie Government Television Streaming Video:
 - Total Page Views: 824
 - Total Visits: 219

ERIE STUFF:

- 958 Downloads
 - 623 - iOS
 - 335 - Android
- 14 Requests Submitted this Month

- 60 Requests Submitted YTD

DEPARTMENT: Administration

PRESENTER: Fred Diehl, Assistant to the Town Administrator

FISCAL INFORMATION:

Cost as Recommended: N/A
Balance Available: N/A
Budget Line Item Number: N/A
New Appropriation Required: N/A

STAFF RECOMMENDATION:

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

ATTACHMENTS: